

**T**his manual was created to explain the approved usage of the Tempe Center for the Arts brand identity. Since the brand identity is the cornerstone of all communication efforts, it is essential that its integrity be protected. Use of the identity carries with it the responsibility to uphold the goals and mission of Tempe Center for the Arts. It benefits everyone involved when the identity is applied with consistency and purpose to convey one clear message. If questions arise concerning usage of the identity, please contact the Center at 480-350-2TCA (2822).

### Logo

The Tempe Center for the Arts logo is shown at right. The logo consists of an asymmetrical red block containing the letters TCA. These elements have been carefully arranged to form a balanced, readable logo. They must not be reconfigured, reportioned or altered in any way outside of the guidelines included in this manual. The logo should be used with all branded Tempe Center for the Arts materials, both internally and externally, to present a unified, consistent image.



### LOGOTYPE

The Tempe Center for the Arts logotype is shown at right. This logotype should always be used when representing the Center's brand. No other fonts or type treatments should be used for the Center name.

Tempe Center for the Arts

### LOGO AND LOGOTYPE

When the logo and logotype appear together, they should be configured as shown here. The logo appears on the right side of the logotype. The logotype should be centered vertically off the left edge of the logo. The space between the logotype and logo should equal the width of one A from the word "Arts" in the logotype.

If a specific application requires that the logo appear on the left side of the logotype, that is permissible. However, the preferred configuration, shown here, should be used whenever possible.

It is not necessary for the logo and logotype to always appear together. They may be used as independent graphic elements.

Tempe Center for the Arts 



### TAG LINE

The tag line for Tempe Center for the Arts logo is “be part of the scene.” The tag line is a key component of the Center’s brand and should be included in most marketing materials. It should appear as shown at right. No other fonts or type treatments should be used. All type should be lower case and there should be no period at the end.

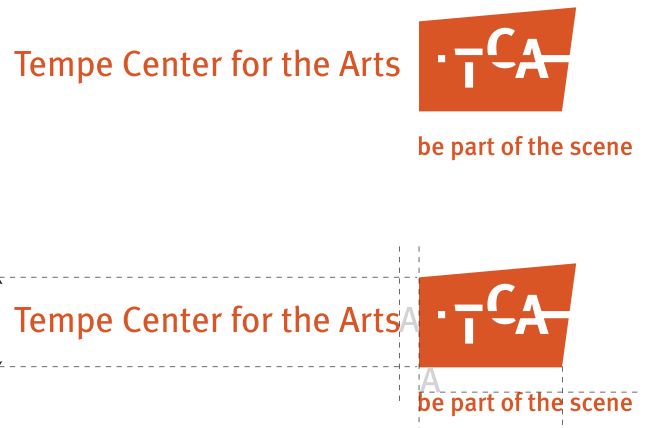
be part of the scene

### BRAND SIGNATURE

The brand signature is the logo, logotype and tag line appearing together. The correct configuration of the brand signature is shown at right.

The logotype should be centered vertically off the left edge of the logo. The space between the logotype and logo should equal the width of one A from the word “Arts” in the logotype. The space between the logo and the tag line should equal the height of one A. The tag line should be sized so that the word “the” aligns with the right edge of the logo.

It is not necessary for the logo, logotype and tag line to always appear together. They may be used as independent graphic elements.



### IDENTITY COLORS

The logo and logotype should always appear as PMS 180. The tag line may appear as either PMS 180 or PMS 653.

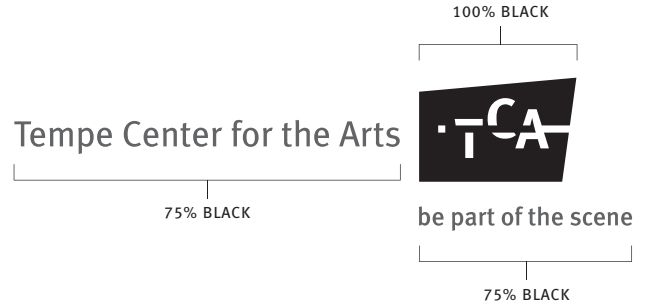
PMS stands for Pantone Matching System. Color values for CMYK, RGB and HEX are shown here for situations that do not allow for PMS colors.

See page 6 for the complete color palette.



### IDENTITY IN GRAYSCALE

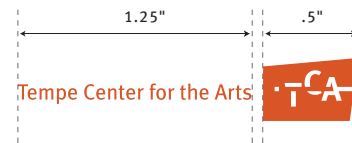
In some applications, it may be necessary for the identity to appear in grayscale (black and white). In these cases, the logo should appear 100% black and the logotype and tag line should appear 75% black.



### MINIMUM SIZE

The logo should not appear smaller than .5" wide. The logotype should not appear smaller than 1.25" wide. Using smaller sizes may result in poor legibility and reproduction quality.

Exceptions may be made if specific applications require a smaller size; however, this guideline should be followed whenever possible.

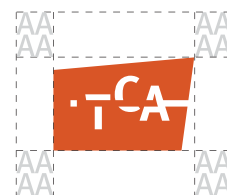
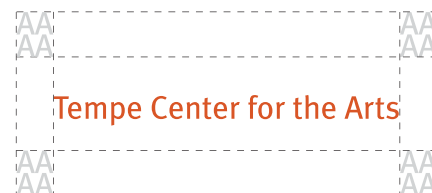


### AREA OF ISOLATION

The area of isolation surrounding the identity should be approximately equal to or greater than the height and width of two capital As from the word "Arts" in the logotype. Except for the tag line, no other elements should fall within this area.

The identity should not be placed next to distracting or complex graphics that visually compete with the identity.

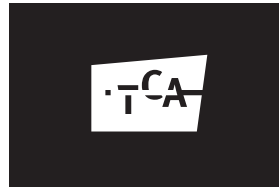
**NOTE:** In some cases, the logo or logotype may be used as graphic elements in a way that precludes the Area of Isolation guidelines. For example, the logotype may be reversed out of a bar and bleed on the left, and the corners of the logo may butt against corners of other graphic elements. See Letterhead on page 8 and Posters on page 13 for examples of this treatment.



### REVERSING THE LOGO

Reversing the logo (making it white on a solid background) is not recommended. However, if reversing is necessary, the preferred background color is black or red (PMS 180). The logo should never be reversed against backgrounds that are multi-colored or patterned.

Reversing the logotype (the words “Tempe Center for the Arts”) is acceptable.



BLACK

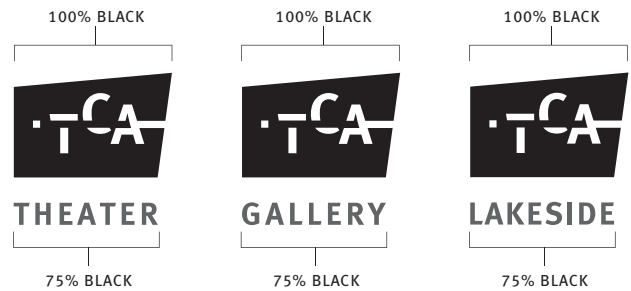
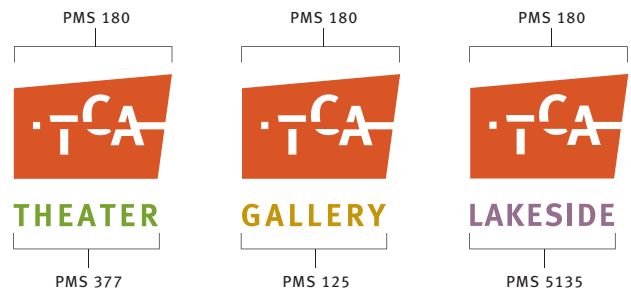


RED (PMS 180)

### SUBBRAND IDENTITIES

In addition to the overall Center identity, three subbrand identities have been established for specific areas within the Center. These subbrands are Theater, Gallery and Lakeside. For these identities, the subbrand name has been placed below the Center logo. Type placement and spacing should not be altered from what is shown here.

Each subbrand name has its own color. Theater is PMS 377, Gallery is PMS 125 and Lakeside is PMS 5135 (please see page 6 for the complete color palette). When the subbrand identities appear in grayscale, the logo should be 100% black and the subbrand name should be 75% black.



### CITY OF TEMPE LOGO

Because Tempe Center for the Arts is owned and operated by the City of Tempe, the City logo should appear on most marketing and communications materials. There are multiple versions of the City logo; the preferred version is the “seal” version shown here.

The City of Tempe logo may appear in 100% black, 70% black or PMS 549. It should be sized smaller than the Center logo but no smaller than .375" wide. When possible, it should appear below and away from the Center logo to serve as an endorsement.



100% BLACK



70% BLACK



PMS 549

### FONTS

**PRIMARY FONT:** The primary font for Tempe Center for the Arts is Meta. All weights and styles of this font are acceptable. This font should be used for all marketing communications to present a unified, consistent image.

**SECONDARY FONTS:** For internal uses such as letters, faxes and memos, the preferred font is Arial.

**USING ADDITIONAL FONTS:** When marketing specific shows, exhibits or events, additional fonts may be used. However, Meta should always be used when marketing the Tempe Center for the Arts brand and its subbrands.

META MEDIUM – ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

META MEDIUM – ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

META MEDIUM – CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

META BOLD – ROMAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

META BOLD – ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890***

META BOLD – CAPITALS

**ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

META NORMAL – ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

META NORMAL – ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

META NORMAL – CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

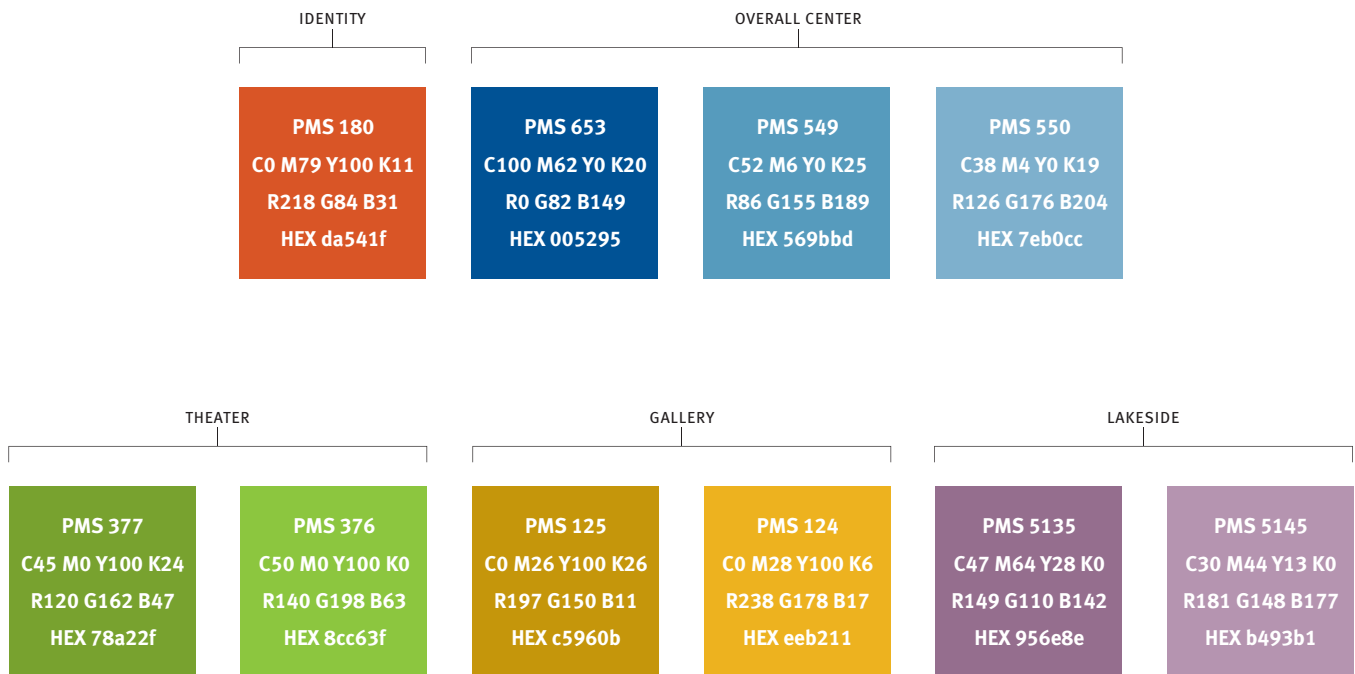
### COLOR PALETTE

The color palette for Tempe Center for the Arts includes a wide range of colors, allowing for flexibility while keeping a consistent, unified color scheme.

The palette consists of ten colors. Colors have been assigned to the identity, the overall Center and the three subbrands. When using color, these color assignments should be considered first; however, all colors in the palette may be used Center-wide to complement the assigned colors, regardless of the subbrand (i.e. using Gallery and Lakeside colors for marketing events in the Theater is acceptable).

Colors are shown below, identified by PMS (Pantone Matching System) numbers. CMYK values, RGB values and HEX numbers are provided for those applications that do not allow PMS colors.

Tints (shades) of these colors may be used. Black and white may also be used.



### UNACCEPTABLE IDENTITY USAGE

It is essential that the identity be used uniformly and consistently. Shown here are examples of how the identity should NOT be used.



Do not alter or redraw the logo.



Do not remove or add elements to the logo.



Do not outline the logo.



Do not stretch or change the proportions of the logo.



Do not add a shadow to the logo.



Do not add colors to the forms within the logo.



Do not angle the logo.



Do not place patterns within the logo.



Do not stylize the logo with digital effects or filters.



Do not change the font of the logotype.



Do not change the identity colors.

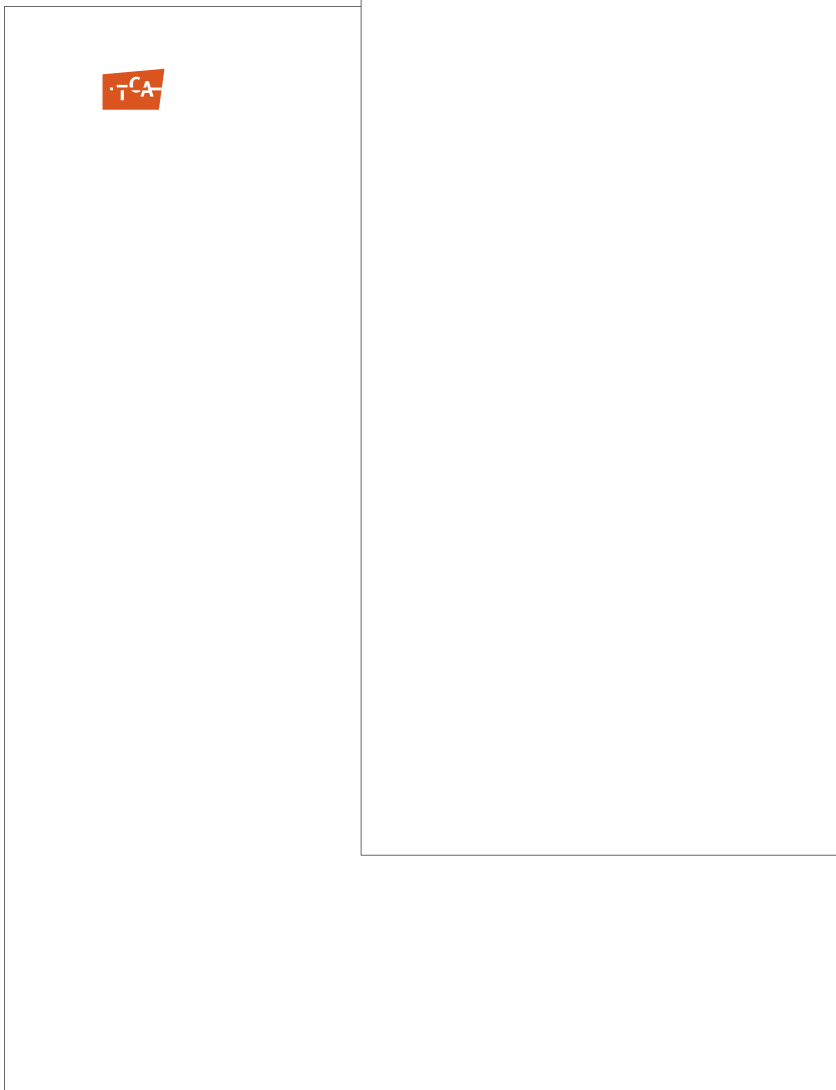
### BUSINESS SYSTEM

Shown on the following pages is the Tempe Center for the Arts business system with the identity correctly applied. The business system consists of letterhead, second sheet letterhead for correspondence that runs beyond one page, no. 10 envelopes, business cards, mailing labels, note cards and A-2 envelopes.

LETTERHEAD



SECOND SHEET LETTERHEAD





### BUSINESS SYSTEM (CONT.)

Shown below is an example of a letter on the Tempe Center for the Arts letterhead. Indications are given for correct margins. Letters should be typed using Arial, 10 pt.

LETTERHEAD WITH SAMPLE LETTER

Tempe Center for the Arts

700 W. RIO SALADO PARKWAY, TEMPE, ARIZONA 85281

TEL 480-350-2822 | FAX 480-350-2828 | WWW.TEMPE.GOV/TCA

be part of the scene

December 8, 2007

Mr. Roberto Hernandez  
Hernandez Photo Works  
6542 North Mill Avenue  
Tempe, AZ 85281

Dear Roberto:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse ref molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur eros adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conse refquat fqlie uhf tev Duis autem vel eum iriure dolor in hendrerit.

Doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, uvf dui consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Eerg consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugai nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

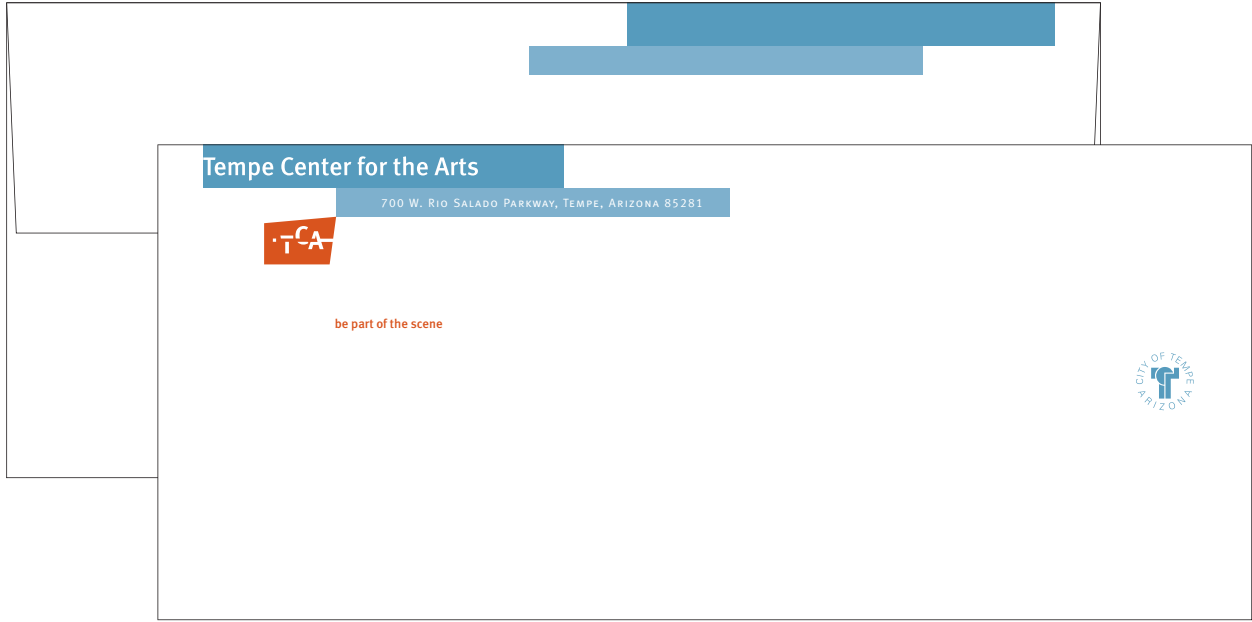
Cordially,

Jane Doe  
Director

CITY OF TEMPE ARIZONA

### BUSINESS SYSTEM (CONT.)

NO. 10 ENVELOPE – BACK



NO. 10 ENVELOPE – FRONT

BUSINESS CARD

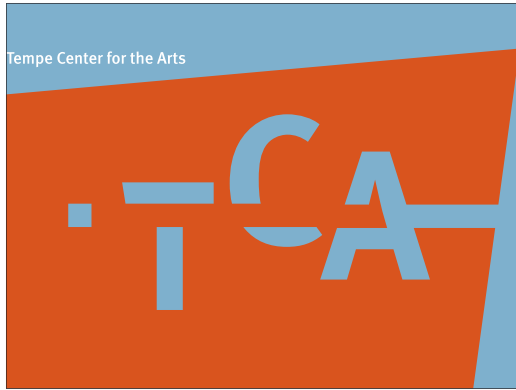


MAILING LABEL

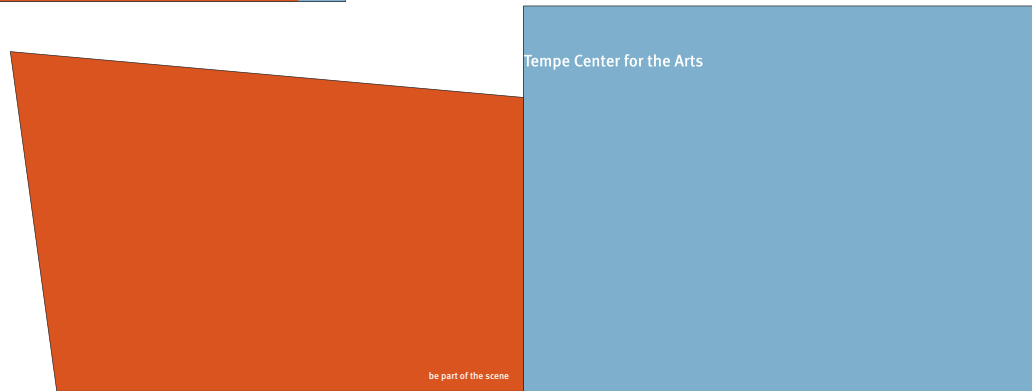


### BUSINESS SYSTEM (CONT.)

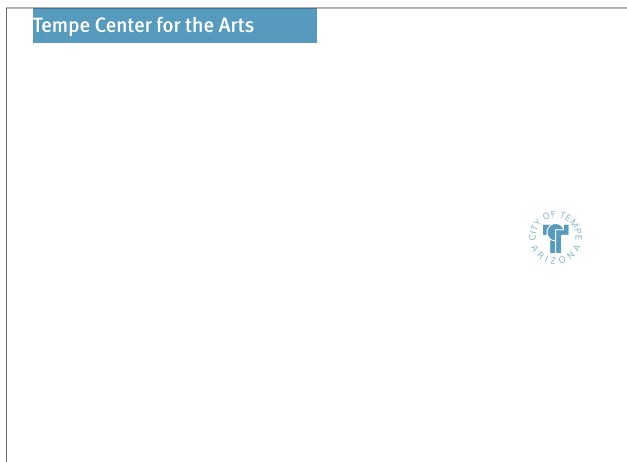
NOTE CARD – CLOSED



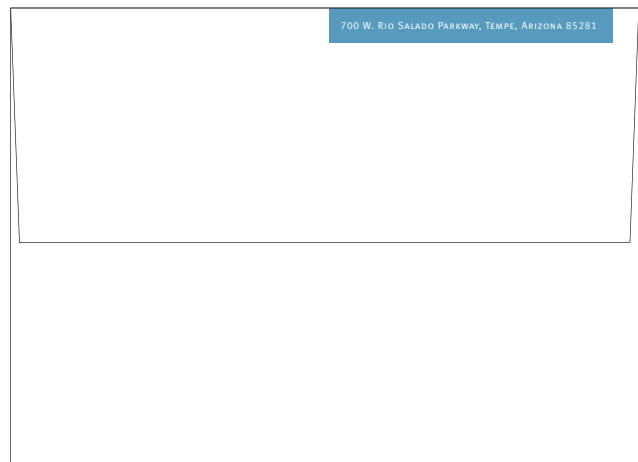
NOTE CARD – OPEN



A-2 ENVELOPE – FRONT



A-2 ENVELOPE – BACK



### ILLUSTRATIONS

In addition to the brand identity, a series of illustrations has been created to use in marketing the Tempe Center for the Arts brand. These illustrations may be used in print collateral, advertising, the web site and any other applications that market the Center and its subbrands. An illustration has been created to represent the overall Center, the Theater, the Gallery and Lakeside. When used in an application, they should bleed to the bottom of the layout. See page 13 for an example of how the illustrations may be applied.

OVERALL CENTER ILLUSTRATION



THEATER ILLUSTRATION



GALLERY ILLUSTRATION



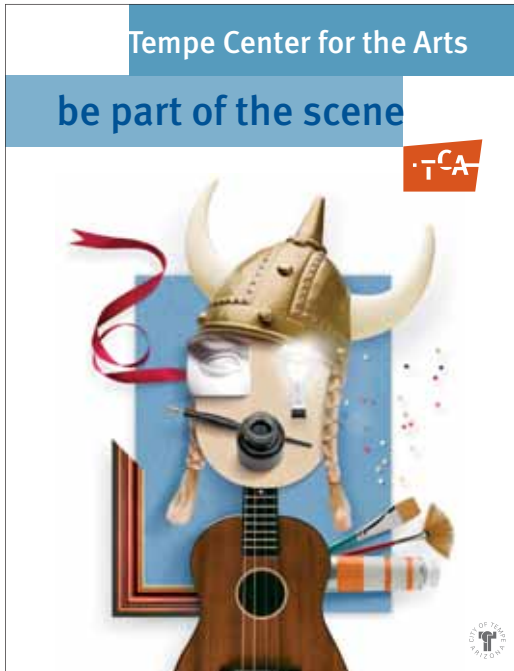
LAKESIDE ILLUSTRATION



### EXAMPLE OF ILLUSTRATION USAGE – POSTERS

Shown here are examples of how the illustrations may be applied to a series of posters, one for the overall Center and one for each subbrand. In each case, the appropriate subbrand color palette, identity and illustration is used.

OVERALL CENTER POSTER



THEATER POSTER



GALLERY POSTER



LAKESIDE POSTER

